

Outreach Committee (OC)
July 8, 2009
Meeting Notes and Next Steps

Attendance: Heather Gewandter staff liaisons; Dave Davis, Beri Kravitz, Fiath Klareich, OC members; Donna Vincent Roa, perspective member.

Overview of OC goals for the year:

- Finalize “Roadshow”
 - Modify text and get it approved by PIO
 - Purchase display
- Continue to be the Environment Commission’s coordinating body for public involvement activities, such as Science Day and Hometown Holidays
- Continue to advertise for, and vet applicants for, the Environmental Excellence Awards
- Develop case studies of the Environment Excellence Awards winners outlining what was done and how others can replicate activity
- As needed, review and give comments on outreach materials developed by EMD
- As needed, develop outreach materials
- Next steps:
 - Heather to send Donna link to City of Rockville environment website and the sustainability strategy
 - OC to review draft energy conservation brochure and get EMD suggested changes – it will go to PIO next

Environment Commission “Roadshow” – PIO comments and brainstorming on new language:

- The PIO thought that this was a great first step and really liked to direction the Environment Commission was headed
- The PIO wanted to make sure this was a lasting marketing tool and asked the OC to think about the goal of the product be discussing the following questions: what do you hope to achieve with this tool? Who is it being marketed to?
- The OC focused on the main panel and had the following suggestions:
 - Who
 - Adults and young adults (residents)
 - What
 - “My City – My Environment”
 - What can you do as a resident of Rockville? How can you get involved at home, at work, with the City?
 - How
 - Make it active so that people want to come towards the booth (engagement strategy)
 - Advertise what residents can do (Environment Commission being one way to get involved)
 - Provide a “sampling” of environmental activities/programs available
 - Top half of the panel – environment in Rockville; bottom half – Environment Commission

- There should be a tagline or explanation for each sub-panel
 - Example, Outreach – Connecting residents with environmental information
 - The “look and feel” should include people pictures in an natural setting – this is all about people, kids and family
- Next steps
 - Heather to send out PDF of original Roadshow
 - OC members suggest specific language changes – have ready for next meeting
 - OC perform a brainstorm via email about the look and feel of the panels

Materials:

- Identify and purchase display (make sure graphics knows the dimensions of the display to be purchased as they design the panels)
 - Make sure the display is wind resistant
- Purchase the following equipment for Science Day, Hometown Holidays and other Environment Commission outreach activities – result in an Environment Commission Outreach Box
 - Brochure holders
 - Serge protectors
 - 25’ extension cords
 - Water proof box
 - Paper weight
 - Clip board
 - Heavy duty hose
 - Tarps
 - Better pump for rain barrel display
 - Banner/Table cloth with branding
 - Badges/ID clothing for Environment Commission
- Next steps:
 - Heather - identify Environment Commission budget
 - Heather – discuss the idea if cost sharing with Mark
 - OC – solidify list of needs and identify specific (name, model number, etc) for purchase.

Picture list for Picture Library:

- The OC will suggest environment pictures needed for City of Rockville picture library via email.